清华五道口
互联网金融丛书

彼得·蒂尔与埃隆·马斯克的首次交锋

PayPal改变全球金融的生死突围／一部商业硬汉的创业史诗

# 支付战争

## 互联网金融创世纪


［美］埃里克·杰克逊（Eric M. Jackson）◎著

徐彬 王晓◎译 清华大学五道口金融学院未央研究◎审译


# THE PAYPAL WARS

Battles with eBay, the Media, the Mafia, and the Rest of Planet Earth


中信出版社 CHINA CITIC PRESS

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The PayPal Wars:
Battles with eBay,
the Media, the Mafia,
and the Rest of Planet Earth

第一章

# 招募新人：组建“PayPal黑帮”

1999年11-12月

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The PayPal Wars:
Battles with eBay,
the Media, the Mafia,
and the Rest of Planet Earth

第二章

# 突破：开拓拍卖市场

1999年12月~2000年2月

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The PayPal Wars:
Battles with eBay,
the Media, the Mafia,
and the Rest of Planet Earth

第三章

# 超级合并：埃隆·马斯克登场

2000 年 2~3 月

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The PayPal Wars:
Battles with eBay,
the Media, the Mafia,
and the Rest of Planet Earth

第四章

# 成长的烦恼：内忧外患

2000年4~5月

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The PayPal Wars:
Battles with eBay,
the Media, the Mafia,
and the Rest of Planet Earth

第五章

# 生产者：产品开发新战略

2000 年 6~7 月

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第六章

# 变革：PayPal 2.0

2000 年 7-10 月

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The PayPal Wars:
Battles with eBay,
the Media, the Mafia,
and the Rest of Planet Earth

第七章

# 垄断者的攻击：PayPal扭转局势

2000年10月~2001年2月

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# 孤注一掷：争取用户

2001 年 3~9 月

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第九章

# 上市：从地球到帕洛阿尔托

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The PayPal Wars:
Battles with eBay,
the Media, the Mafia,
and the Rest of Planet Earth

第十章

# 岌岌可危："核武器"计划

2002 年 2~6 月

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The PayPal Wars:
Battles with eBay,
the Media, the Mafia,
and the Rest of Planet Earth

第十一章

# 出售：没有回头路

2002年7-10月

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## Introduction

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